

Grand Organ, 9, 11 and 4:50  
Chimes at Stroke of Noon

**WANAMAKER'S** Store Opens 9 A. M.

**WANAMAKER'S** Store Closes 5 P. M.

**WANAMAKER'S** WEATHER Fair

# 'Down With Prices!' Says the Sale of Hosiery and Underwear

## —Opening at Wanamaker's Tomorrow

Tomorrow will begin the annual winter sale of winter and summer underwear and hosiery for men, women and children, bringing 95,892 pair of stockings and 20,304 pieces of underwear at

### Practically Half Price—\$90,450 Worth for \$47,220

High prices won't come down soon unless they are hammered down—and here's a mighty blow!

A rousing old-fashioned sale like this makes it next to impossible for manufacturers to maintain high prices. Who is going to pay regular prices when he or she can get the same goods for half?

Any member of the family can come in here tomorrow and get good underwear or hosiery at average half price. There are garments to finish out the Winter with or to get for next Winter, and there are garments for Spring and Summer.

Excepting about 10 per cent that represents special purchases, all these goods have been taken right out of our own good stocks and reduced. In some groups sizes may not be complete, but you can surely find your size in something you want.

Women's stockings are on the West Aisle and women's underwear on the East Aisle. All the men's goods are on the Main Floor, Market, and all the children's on the First Floor, Market.



### "Did You See My Soldier Boy Going Down Street?"

said the proud mother of him to her next-door neighbor, who replied: "Yes, I did; but hardly knew him. How old was he when he went soldiering?"

"Not quite eighteen."  
"Why," said the neighbor, "he is four inches taller and looks now to be twenty-five years old."

Isn't it noticeable that the fellows who went off as boys are coming home looking like and bearing themselves as men?

It is not swagger, but splendid manliness. The sense of duty and responsibility in "carry-ing on" the American Flag has made men of them.

All honor to the brave fellows, and to v they find no slackers or slacking in the welcome of our city!

Our Stores in this city and New York, having been emptied of the flower of their young men for the front, will form a brigade out of the remnants of their military organization to receive their old comrades back again.

Now then—to the business of the day—

Bring forward your best manners and your best merchandise and see that it is properly priced, that our good customers may realize that we are taking care of them, not only as to qualities, but also in giving all advantages of changes in prices as they come along.

*John Wanamaker*  
[Signe]

Jan. 21, 1919.

### Today's Fancy Turns Toward Three-stone Diamond Rings

Perhaps, with many other people, you have the feeling that a diamond gains in brilliancy by having other diamonds as companions.

It would be hard to imagine any settings more calculated to display the beauty of the gems than these.

In some cases the three diamonds have diamond-paved mountings or are held by exquisite lace-work like designs. In other cases the diamonds are in cupid settings with no other ornamentation.

It is hard to decide which is the more beautiful. Prices from \$425 to \$2250.  
(Jewelry Store, Chestnut and Thirteenth)

### New Dark Blue Serge Frocks for Young Women

Not radically different from the frocks they've been wearing, but interesting and new, and suggestive of the new Spring fashions.

Ever so many are braided—with rows and rows and rows of ming, silken outcuffs. And others are embroidered in scroll effect. Many have the youthful round necks that girls and their older

stess like, some have easies, and others are new as to sleeves and skirts. And one smart little frock has a darling bit of color—cherry pink linings of the pockets, with just the edges peeping over.

\$20, \$27.50 and \$32.50—and in 14 to 20 year sizes.  
(Second Floor, Chestnut)

### So Much Reduced Are Women's Winter Hats

Just you will find it a great economy to come in and find one that suits you, if you are looking for a hat or two to finish out the Winter.

There are velvet hats for everyday or dress wear—small and large hats, trimmed with flowers, feathers and ribbons.

Velour hats, too—soft English velours in many good colors and styles.

All are greatly reduced—some half their former prices—many less than half.  
(Second Floor, Chestnut)

### Think of 20 Styles of Wash Skirts in January!

Never was such a thing heard of before! But then women never started as early to want white skirts.

Not content with one of several models, they are buying three and four, so it seems safe to prophesy a fine season for these skirts.

Shrunken sabardine, Irish linen, Russian cord pique, Ottoman cord and real Cossack linen are the materials, and the fashions are lovely. There is a slight tendency towards a narrower hem line, with gatherings at the belt for sufficient fullness, also oddly shaped pockets, trimmed with beautiful buttons, some with the material running through the buttons.

Starting at \$3.75 for two styles in gabardine, prices go to \$13.50. Extra sizes, \$5.75 to \$15.  
These prices are exactly the same as last year's.  
(First Floor, Central)

### Women's New Velour Coats Have Long Fur Collars

Two styles, just as pretty as they can be, and both within the same range of prices that so many women want.

### Women's Underwear

25c for cotton and lisle Summer vests.  
35c or 3 for \$1 for "seconds" of Summer cotton suits.  
50c for Summer lisle suits, Winter cotton suits, vests and pants.  
\$1 for lisle vests, suits and silk camisoles.

\$1.50 for lisle suits, bodice and low-neck style; ribbed silk vests and wool spencers.  
\$1.75 for merino suits, "seconds"; extra sizes only.  
\$2.50 for silk-and-cotton suits, all-wool shirts and drawers, wool spencers, silk vests, suits and bloomers.

\$3.50 for glove-silk vests, drawers and suits.  
\$5 for lace-trimmed glove-silk suits.  
(East Aisle)

### Women's Stockings

18c or 3 pair for 50c for "seconds"; black, white and colored; mercerized and white artificial silk boot.  
25c for black and white lisle.  
35c or 3 pair for \$1 for black and white cotton lisle and mercerized; full fashioned.  
50c for black and white mercerized, black and white silk; "seconds."  
75c for black, white and colored silks.  
\$1 for black, white and colored silks.

\$1.25 for black with white clocks, white with black clock silk.  
\$1.50 for embroidered and clocked silk.  
\$2 for clocked and embroidered silk.  
\$2.50 for accordion-ribbed boot silks and clocked silk.  
\$3 for embroidered silk.  
(West Aisle)

### Children's Stockings

18c or 3 pair for 50c for fancy and plain socks; firsts and "seconds."  
25c for cotton stockings and mercerized socks.  
35c or 3 pair for \$1 for broken lots cotton and wool stockings.  
(First Floor, Market)

### Children's Underwear

75c for infants' merino wrappers and bands and cotton suits.  
\$1.50 for silk-and-wool wrappers and boys' silk-and-cotton athletic suits.  
\$2.50 for linen mesh shirts and pants.  
(First Floor, Market)

### Men's Underwear

25c for madras sleeveless coat-shirts; sizes 44 to 50 only.  
50c for French balbriggan shirts, drawers; medium weight.  
75c for French lisle shirts and drawers, gauze weight; nainsook and madras union suits, athletic style.

\$1 for natural merino shirts and drawers, Winter weight; shirts, drawers, light weight; white cotton union suits, medium weight.  
\$1.50 for natural merino shirts and drawers; also union suits, Winter weight; medium-weight cotton union suits.

\$2 for medium-weight natural merino union suits; Winter-weight natural merino shirts, drawers; medium-weight white cotton shirts, drawers; wool-gauze shirts and drawers.  
\$2.50 for all-wool medium-weight shirts and drawers; also Winter-weight merino shirts and drawers, union suits.

\$3.50 for all-wool shirts, drawers, merino union suits; medium and Winter weight.  
\$5 for natural merino and blue cashmere union suit; Winter weight.  
\$10 for silk and lisle union suit; Winter weight.  
(Main Floor, Market)

### Men's Half Hose

25c for black and colored artificial silk pleated; black and colored mercerized "seconds."  
35c or 3 pair for \$1 for black and colored artificial silk, natural black and Oxford merino.  
50c for white and colored wools and "seconds" of white and colored silks.

75c for white and colored wools.  
\$1 for fancy lisle white and colored wools and accordion-ribbed silk.  
\$1.50 for clocked silk socks; fancy lises.  
\$2 for fancy silks.  
(Main Floor, Market)

### THE Mid-Winter sale of Small Furs at half of earlier prices is in full swing.

We cannot give details of the furs at this writing, but practically every fashionable fur is represented in it.

Please note carefully that no fur coats are in this Sale—all our coats in stock bear the same prices—25 per cent less—that they have borne since the first of the month.



(Second Floor, Chestnut)

### Women's Duplex Gloves Have Many Virtues

They are the right weight for this time of year, they are of that double fabric which looks well on the hand and wears even better than it looks.

White, buck, gray, beaver and brown gloves with combination stitching, \$1.60 a pair.  
Gray with gray stitching, gray with black, or buck with black, are \$2 a pair.

Strap wrist gray or mahogany duplex gloves, \$2 a pair; and others with strap wrist, in gray, white tan or mahogany, \$2.50 a pair.  
(Main Floor, Central)

### Jersey Cloth in Spring Colors

The color range, in fact, is longer than that of any other light weight woolen material.

And jersey cloth, at this writing, is just about the most fashionable material for Spring frocks.

The width is 54 inches and the price \$4 and \$6 a yard.  
(First Floor, Chestnut)

### THE Ever-Ready Safety Razor

is easily cleaned and the blades are easy to put in. Price of six blades and holder, \$1.25. (Fourth Floor, Central.)

### THE Sale of Refrigerators

is still going on—and the good housewife remembers that a refrigerator is a very large item in the business of providing her family with wholesome food. (Fourth Floor, Central.)

### A SLICER for eggs, beets and other edibles

is the simplest, handiest little object you ever saw. A single turn of the wrist and there you are! 75c. (Fourth Floor, Central.)

### A TWO-WHEEL knife sharpener

—you simply draw the knife from heel to point and the work is done. Anybody can sharpen with it. 50c. (Fourth Floor, Central.)

### GRAPEFRUITS are here, and so are grapefruit knives.

Prices, 75c and \$1 and \$1.25. (Fourth Floor, Central.)

### A GLASS KNIFE is a great comfort to use for acid fruits

—it doesn't stain and doesn't rust, and it's always sharp. 55c. (Fourth Floor, Central.)

### THE cheaper meats are rendered more palatable if you use a steak perforator on them.

Price, \$1. (Fourth Floor, Central.)

### APPLES are among the best of winter fruits.

A knife which both pares and cores them is of steel and sells at 18c. (Fourth Floor, Central.)

### CLEVER little shapers which to make butter curls are 55c.

(Fourth Floor, Central.)

### DOUBLE-END potato scoops to make potato balls are fascinating little things.

Price, 25c. (Fourth Floor, Central.)

### THE truly economical way to buy soap is by the case.

Grandma's Naphtha Soap is 7c a cake, \$6.75 for 100 cakes. Oleine is 6c a cake, \$5.75 for 100 cakes. (Fourth Floor, Market.)

### POWDERED ammonia whiteners, softens, cleans and disinfects.

Moreover, it goes further than liquid ammonia, into a package. (Fourth Floor, Market.)

### SANOZONE is for cleaning bowls, drains and pipes—

it having the trick of dissolving deposits without injuring the metal. 40c. (Fourth Floor, Market.)

### PROBABLY two or three thousand people in this city use china of the blue Oriental pattern regularly on their tables, and they are the people who like to know when we get in new importations of it—open stock—so that they can replace pieces which have been broken.

We have such an importation just now in the China Store. (Fourth Floor, Chestnut.)

### ROYAL Doulton teapots, tobacco jars and match stands are of the quaintest and most out-of-the-way designs in the China Store.

(Fourth Floor, Chestnut.)

### 1147 Lampshades at Half—75c to \$33.50

These are the manufacturer's samples—they are all of silk and are of sizes and styles to suit everything from a tiny boudoir to a large floor lamp.

Their measurements are 9 to 24 inches in diameter, and the new prices are 75c to \$33.50.  
(Fourth Floor, Central)

### Clearing Out a Lot of Men's Good Shirts at \$1.65

Shirts of madras and percale in plain negligé style, most with soft cuffs, but some with starched cuffs for men who prefer them.

Among the host of designs are some that are distinctly new, and there are some excellent plain white madras shirts in the collection. Whoever buys these shirts at \$1.65 saves good money on every one.  
(Main Floor, Market)

### 3000 Yards of Table Linen \$1.50, \$2.50 and \$3 a Yard Special

Irish and Scotch table linen taken from our own stocks and reduced in price.

Pure flax goods, of our direct importation, full-bleached and in a variety of patterns. The choice at \$2.50 and \$3 a yard is especially good. The linen at \$3 a yard is a heavy double damask.

Widths 70 and 72 inches.  
(First Floor, Chestnut)

### Men's Colored Handkerchiefs From Ireland—50c Apiece

Handkerchiefs and Ireland are synonymous—for the greater part of our stock is made up of the sturdy Irish flax squares.

These are of white linen with colored borders—some wide, some narrow, and quite a few novelty effects. They have hemstitched hems, and the colors include violets, tans, greens, pinks, blues and browns. Price 50c each.  
(Main Floor, Central)

### 1200 Dozen Heavy Tumblers, 50c a Dozen—Less Than Half Price

Heavy, pressed tumblers, plain and with heavy base. Slightly imperfect, and, consequently, 50c a dozen, which is less than half the usual price.

In addition to these we have a lot of light cut glassware taken from our own regular assortments marked one-third less than regular prices.

Light cut goblets, 20c each.  
Light cut handled ice-tea tumblers, 20c each.  
Light cut sherbet glasses, 20c each.  
Light cut water jugs, 90c each.  
(Fourth Floor, Chestnut)